DOCUMENT RESUME

ED 124 190 52 IR 003 583

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TITLE Project NOLA; Annual Narrative Report.
INSTITUTION Northeastern Ohio Library Association, Youngstown.
SPONS AGENCY Bureau of Libraries and Educational Technology (DHEW/OE), Washington, D.C.
REPORT NO LSCA-P-1-17-EE-73S
PUB DATE 75
NOTE 8p.; Not available in hard copy due to marginal legibility of original document; Prepared by the Reference and Information Services

EDRS PRICE MF-$0.83 Plus Postage. HC Not Available from EDRS.
DESCRIPTORS Annual Reports; *Information Networks; *Interlibrary Loans; Library Circulation; Library Collections; *Library Networks; Library Programs; Library Services; Public Libraries; Statistical Data
IDENTIFIERS Multitype Library Cooperation; NOLA; *Northeastern Ohio Library Association

ABSTRACT

In 1975, the number of interlibrary loans and network referrals within the Northeastern Ohio Library Association (NOLA) increased dramatically, and library circulation increased by more than 15%. In addition, special funds provided for the expansion of collections, greater public contact, and participation in a larger variety of educational activities. This annual report cites statistics and quotes local library reports to demonstrate the growth of the NOLA network. (EMH)

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ANNUAL NARRATIVE REPORT 1975

NORTHEASTERN OHIO LIBRARY ASSOCIATION
REFERENCE AND INFORMATION SERVICES

PROJECT NOLA

LSCA TITLE I PROJECT # I-17-EE-73S

For submission to: Miss Ruth Hess, Head ISCA
State Library of Ohio

By: Theresa Trucksis
Project Director

REPORT COVERAGE: This report covers the FY 75 ending December 31. Copies will be distributed to State Library of Ohio, the 25 contracting public libraries, 6 associate member libraries, key personnel at the Resource Library and library trustees of participating public libraries.

Network Growth

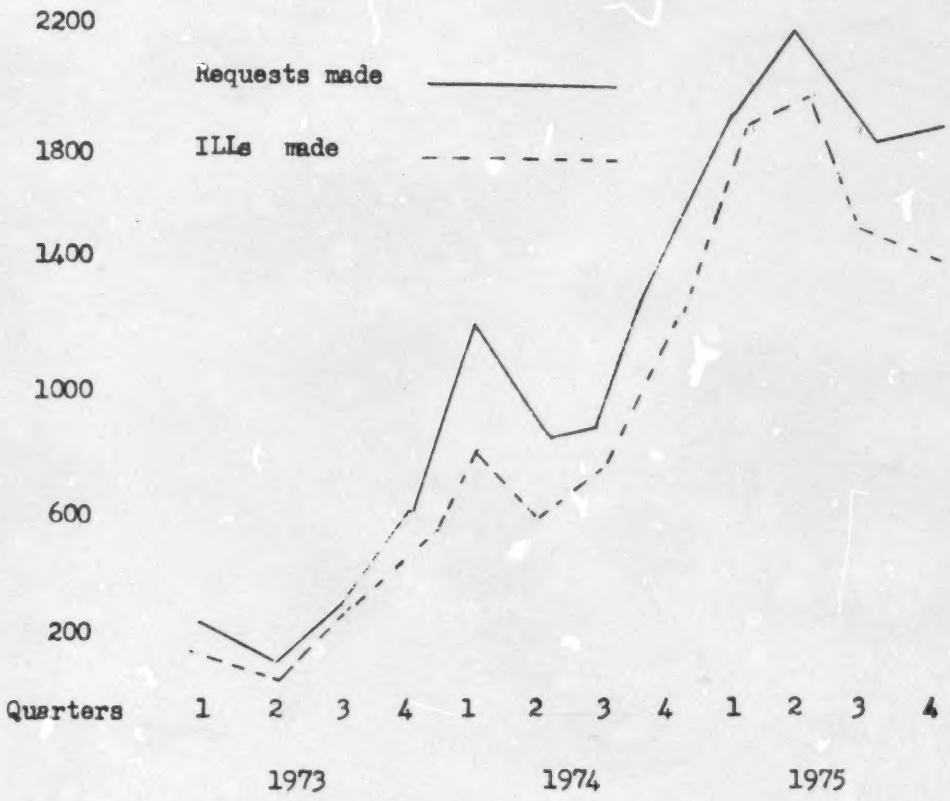
As more librarians in NE Ohio have grown to understand and appreciate the ability of an information and interlibrary loan network to enhance local library service to users, network use by NOLA libraries has experienced dramatic growth.

Requests referred to NOLA's Resource Library, The Public Library of Youngstown and Mahoning County, increased from 4,576 in FY 74 to 8,880 in FY 75 (the network's third full year of operation). This considerable increase continued a previous growth pattern and reflects a determination by NOLA libraries to make requested information available to people locally, regardless of their community's wealth, size or geographic location. In so doing they are assuring that the "common man," not only the well-informed elite, has access to the sources of knowledge.

NETWORK REFERRALS TO RESOURCE LIBRARY AND INTERLIBRARY LOANS MADE BY RESOURCE LIBRARY

	1973		1974		1975	
Quarters	Ref	ILL	Ref	ILL	Ref	ILL
1	225	191	1244	874	2456	1989
2	181	185	878	637	2271	1978
3	319	270	958	847	1991	1615
4	591	499	1496	1282	2162	1571
Totals	1316	1145	4576	3640	8880	7153

NETWORK REFERRALS TO RESOURCE LIBRARY AND INTERLIBRARY LOANS MADE



Enthusiastic appreciation for access to the expanded resources that networking makes possible is reflected in the following comments:

> NOLA has enabled us to increase adult circulation approximately 15.3% over 1974. This was due to fast, efficient filling of our patron's needs by YPL. We have had numerous repeat users who like the service because there is a minimal waiting period for information. We seem to be getting more and more difficult questions. WELLSVILLE

> NOLA has been great for our library. We've had many pleased patrons thanks to the services NOLA offers. BRISTOL

> NOLA's impact on our library has been cumulative. We have noticed an increase in reference questions over the years since NOLA's inception. Patrons are confident of getting desired information and the word spreads. We find it a boost to our pride when someone asks for a specific book and we can say, "We do not own this book, but we feel certain we can get it for you, through NOLA." LISBON

Our patrons are so accustomed to our reference network now, they ask us to "send to NOLA" when we cannot fill a request locally! Circulation is up, certainly part of this is due to NOLA. COLUMBIANA

Movie ad adjectives would have to be used to adequately describe the impact of NOLA on the Warren Library during its first year of membership in the network. Sensational! Stupendous! Fantastic! The percentage increase in interlibrary loans in 1975 over 1974 approached 2,000%! WARREN

Implied in these testimonials is a high degree of satisfaction with the administration and staff of the Youngstown Public Library for service provided willingly, capably and effectively. Some reports made direct comments about this:

The response from Youngstown is always quiet and gracious. LISBON

The Youngstown Library and librarians are to be commended for efficient and friendly aid. GIRARD

The staff at Youngstown has been unfailingly courteous and has almost always been able to supply us with needed information. WARREN

Fill Rate

Approximately 72% of requests referred to YPL during FY 75 have been filled from that library's own collection. Of those not filled, 24% were referred to the TWXIL network.

Those requests not filled and not referred include information or titles not available at YPL, not referred at user's direction; available at YPL, in use, reserve not desired; and inappropriate requests according to network guidelines.

RESOURCE LIBRARY FILL RATE AND REFERRALS 1975

Total Requests Received	8880
Filled by YPL	6433
Referred to TWXIL	2118

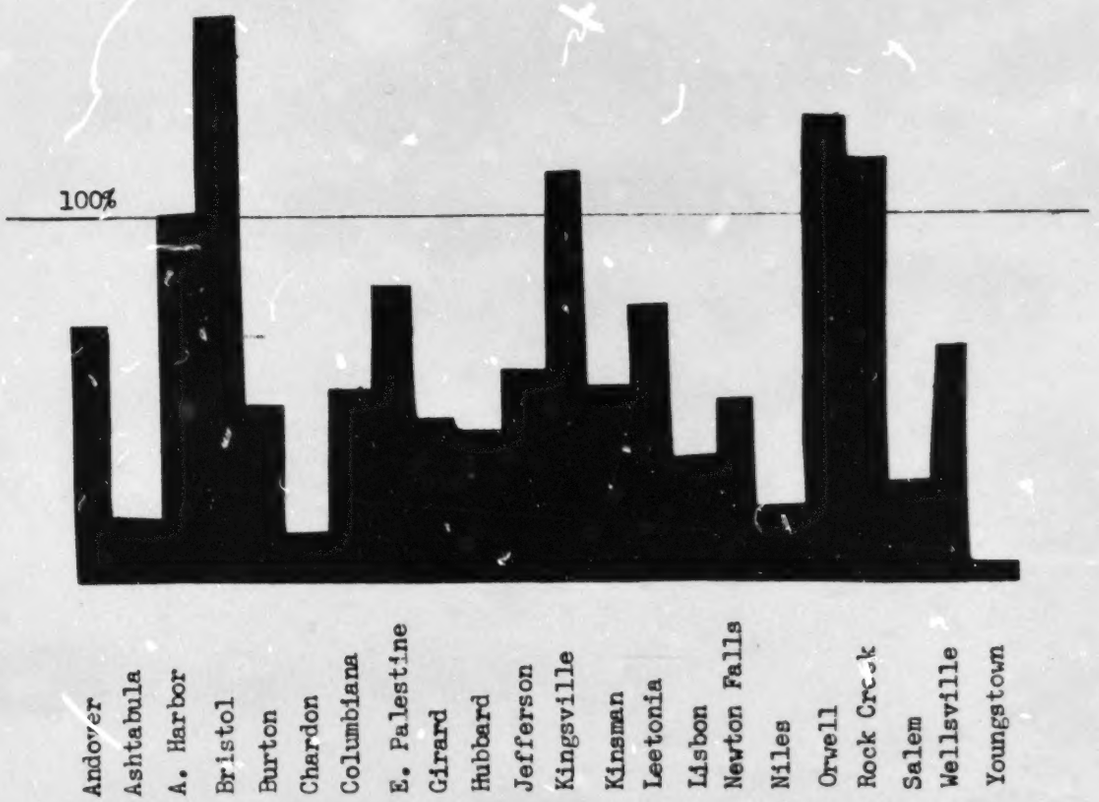
Grants

Information of a frequently requested nature should be provided by local libraries from their own resources. In 1972 Katharine Harris Preston found many NOLA libraries lacking in basic reference tools, thereby severely limiting service at the community level. Each NOLA project since then has provided a program of grants enabling libraries to enrich their basic collections. These grants have permitted libraries to add 7,716 volumes in addition to some library materials on microfilm.

Under this program each of the 22 original NOLA libraries has now received a total of $4,668. For five libraries this sum represents more than 100% of their 1973 annual library materials expenditure, for an additional 6 libraries, 50%; 6 more, 25%. Only 5 of the original libraries have received a sum equal to less than 25%. One librarian comments:

> More than 20% of the books purchased with the book grant in 1975 were in circulation before cataloging because they so completely met our patrons requirements. JEFFERSON

IMPACT OF LIBRARY MATERIALS GRANTS ON NOLA LIBRARIES
COMPARISON TO ANNUAL LIBRARY EXPENDITURE FOR LIBRARY MATERIALS



Public Relations

Efforts to make libraries more visible and to create a climate of good-will toward libraries has led to various projects under the direction of the Youngstown Public Library's Jeanne Dykins. In FY 75 these have included the creation and distribution of hand-outs in the form of brochures, bookmarks, posters, book bags and pamphlets; TV and radio spots, a radio interview; and many talks and/or programs for community groups. In addition, a slide program describing the workings of NOLA was created and produced. Finally, a PR/Personnel workshop was held to emphasize the role of each library staff member in creating a positive attitude toward the library.

Mrs. Dykins gave not only of her talent and time, beyond that contracted for with YPL, but also of her personal contacts with radio and TV stations, with many community resource people and with nationally known song stylist, Maureen McGovern, which resulted in the donation of time, materials and talent for the promotion of NOLA and libraries regionally.

NOLA will suffer a considerable loss in FY 76 when Mrs. Dykins will be devoting full time to her responsibilities as PR Director for the Youngstown Public Library.

Continuing Education

Efforts to provide opportunities for the continuing education of area library personnel the past year resulted in four workshops on several aspects of library service. Attendance at FY 75 workshops totaled 179.

Under the sponsorship of the State Library of Ohio the Project Director also participated in a continuing education program by attending the week-long Executive Development Program for Library Administrators presented by the School of Business Administration of Miami University. It was time well spent.

Multitype NOLA Membership

The past year saw the realization of 100% participation by public libraries in NOLA and the addition of six other libraries as associate members. NOLA's primary obligation to public libraries is enhanced by the inclusion of other library types because the very nature of intertype library cooperative activity produces benefits for all. The relationships now being established with academic, special and school libraries are basic to future productive cooperative activity.

Administration

Relocation of the Headquarters Office to Youngstown places it in close proximity to both the Youngstown Public Library and Youngstown State University, two major regional resources. Greater effectiveness in administration resulted. Richard Owen and other staff of the YSU Library have been very cooperative in establishing a procedure for referrals from YPL and have agreed to supply photocopies of requested periodical materials.

The feasibility of NOLA network referrals to YSU utilizing OCLC terminals for access will be studied when the placement of that library's retrospective holdings in the OCLC data bank (now underway) is completed.

Planning for the Future

Work on a thorough assessment of NOLA activities and the development of a long-range plan of service for the region was completed in FY 75 by Dr. A. Robert Rogers. This document will strongly influence the evolution of cooperative activity in the five years ahead.

Other NOLA activities in FY 75 included the formation of a NOLA Unified Purchasing Group for encyclopedias and Baker & Taylor purchases (in order to receive improved discounts), cooperative exchange of surplus resources through the NOLA newsletter, sponsorship of a regional OLTA meeting, presentation of an informative slide/talk program (about NOLA) to three trustee groups and 39 library visits by the Project Director. An incomplete list of other activities follow:

Other Activities

Handouts prepared and distributed by the Youngstown Public Library:

To assist in providing library service to users,

Monthly updates of state, national and international personnel changes

To assist in book selection,

1. Eighteen adult "New Books Added" lists with annotations
2. Six juvenile "New Books Added" lists
3. Replacement lists for African Literature and Science and Industry
4. "Native American" juvenile booklist
5. Addresses for educators of Bicentennial materials

Prepared by YPL, distributed by NOLA Headquarters:

To assist in providing library service to users,

"TV is talking About" (weekly)

To assist in book selection,

Four booklists as handouts at workshops

Prepared and distributed by NOLA Headquarters:

To identify and locate special library materials, to improve access and/or aid in coordinating purchases,

1. Books in German, French, Finnish. Conneaut holdings
2. Books in German, Books in Polish. Youngstown holdings
3. Books in German. Chardon holdings
4. Expensive items purchased with NOLA funds, 1972-74

Other,

1. NOLA NOTES newsletter (monthly)
2. "Suggestions for a Meaningful Children's Program on the American Indian"
3. 1975 Network Directory and Guidelines

People are Important

Many other cooperative activities have occurred in FY 75 but are not listed in this report. They involve cooperation within counties and/or among individual librarians. They are signs of a prevailing generosity of spirit, an inclination to give and to take, to pool information, to share--to strive for the ways and means to better serve the library needs of people. It is this spirit that is the essence of successful networking; it is this spirit, among NOLA librarians, that has made for a successful FY 75.

RESOURCE LIBRARY
CORE STATISTICS*

ANNUAL REPORT JAN.-DEC. 1975
REQUESTS RECEIVED FROM NOLA LIBRARIES

		TITLE MATERIAL	SUBJECT MATERIAL	TOTAL
REQUESTS	MAIL	4087	945	5032
	TELEPHONE	2260	1588	3848
	TOTAL	6347	2533	8880
REPLIES	ANSWERED	4256	2177	6433
	ILL	3793	3360	7153
	PHOTOCOPY PAGES	1760	1460	3220
	TELEPHONE	31	395	426
	OTHER	50	29	79
	PARTIALLY ANSWERED	15	105	120
	REFERRED	1609	78	1687
	NOT ANSWERED**	478	185	663

TOTAL REQUESTS do not necessarily balance exactly with sum total of requests ANSWERED, PARTIALLY ANSWERED, REFERRED and NOT ANSWERED because a partially answered request may also be referred for more information.

*Please refer to page preceding statistics for explanatory statement.

**Requests listed as NOT ANSWERED include:

Unavailable at resource library, not referred at requesting library's direction.

Available at resource library, in use, reserve not desired.

Inappropriate request according to NOLA Guidelines.